

Downtown Business District
Meeting Minutes
Wednesday, November 18, 2015
330 Main Street, Middletown, CT

Attendees

Diane Gervais (Chair)	Bill Russo (Public Works)
Jennifer Alexander (Commissioner)	Geen Thazhampallath (Director of Parking)
Mike DiPiro (Commissioner)	Matt Lefebvre (Business Owner)
Peter Harding (Commissioner)	Pamela Steele (Business Owner)
Marc Levin (Commissioner)	Lisa Melaven (DBD Office)
Mary Ann Perrotti (Commissioner)	

Minutes

- Motion made by Marc Levin to approve
- 2nd by Mary Ann Perrotti
- Minutes accepted

Treasurer's Report – Mike DiPiro

Mike reports we have approximately, \$140,000.00 in our accounts. The snowflake decorations for downtown Main Street have been paid in full by the DBD. (The City of Middletown will send their portion to the Chamber of Commerce and the Chamber will reimburse the DBD). The gift card annual fees are as low as possible due to negotiating between Harbor Touch and Diane Gervais.

- Motion to approve by Marc Levin
- 2nd by Jennifer Alexander
- Treasurer's Report accepted.

Chair Update – Diane Gervais

Planters: The Winter planters are underway after much discussion and consultation. They should be completed this week.

They are also removing the bladders to make room for more dirt so that we will have better water retention for the summer plantings and more room for roots. It was determined that the water bladder did not function well and that this was a better course of action.

Holiday Lighting: The Snowflakes are here and are being installed this week on 54 poles on Main Street.

Holiday Gift Bag promotion: This is underway; the bags will be stuffed beginning on Friday by community service volunteers supervised by the Connection. We will be handing them out at the Chamber Breakfast on Monday, It would be nice to have some Board members on hand to talk up Main Street and hand them out.

The CRHS DECA program will be providing 16 students, four each for the four Holiday on Main Street Saturdays to greet the public and give them out. We are once again including a hot chocolate package and this year we have added a candy cane.

Downtown Brochures: The new Brochure has been printed and should be delivered today. There were many updates as many of our businesses' information had become out dated, new websites etc.

Gift Cards: Sales continue to be brisk with the city of Middletown making their annual purchase as well as the Hospital continuing to purchase. We hope to get the word out thru the gift bag promotion our piece is a flyer promoting them.

Advertising: The four new commercials are airing and the Better CT retail segment will be shot tomorrow. The four commercials were shown at the CBB meeting and received a very positive response.

Eversource Sidewalk Claim: After consulting with City Hall Counsel and our Counsel I was advised to turn it over to our insurance company, which I did. I have not heard anything further.

We had a number of events in Downtown , a grand opening at A pocket full of posies, Pamela Roose 5th anniversary and the Central's 100th Birthday Party all of which I was able to attend to extend our congratulations.

Maintenance Report – None

Beautification – Diane Gervais

See Chair Update

Marketing –

See Chair Update

Police Report – Sean Moriarity

None

Public Works – William Russo

Bill reports new lighting has been installed down at the South Green, including sidewalk lights and a new sound system. There has been a new light installed facing the front of the Holy Trinity Church.

The Public Works Department is planning on installing new lights in the back of Eli Cannon's parking lot.

After the first of the year the department is also planning on installing the LED lights throughout the downtown and Wesleyan University area. The Public Works department will continue to fix the cracks along the sidewalks on Main Street and replace large sections where need be.

Parking Report - Geen Thazhampallath

Geen reports there will be FREE parking in the Melilli, lot for small business Saturday, November 28th and every Saturday from Thanksgiving through New Year's will be free in the municipal lots.

(November 26th – 29th, December 5th, 12th, 19th, 26th and January 2nd.) The Main Street meters are still in effect. There will be six holiday wreaths hung through Melilli Parking area. There will be others hung on the side streets in the downtown area and down by Harbor Park as another option. The cost is approximately \$100.00 per wreath to be hung up. (\$60.00 per bracket and \$40.00 for the Electrician)

North End Report – Ann Marie Cannata

None

Planning – Tom Marano

None

Chamber of Commerce – Cathy Duncan

The warming center opened on Sunday at Holy Trinity Church.

Panhandling is on the rise, contact police department

It is the 30th year anniversary for ‘Holiday on Main Street’. The times and events for Holiday on Main can be found on the chambers website at: holidayonmain.com.

Mike Phelan has been hired by the Chamber to take care of public relations.

The grand opening for Carmelo’s on Main Street Ext. was held on Monday, November 16th at 11:00.

New Business –

None

- Motion to adjourn by Marc Levin
- 2nd by Jennifer Alexander
- Approved